

BOOK DESIGN AS POULTRY-BASED CULINARY INFORMATION IN EAST JAKARTA

ABTRACT

Poultry, as the main raw material in the Indonesian culinary industry, offers advantages ranging from availability, nutritional value, to halal status, making it a favorite choice for culinary businesses, including in East Jakarta. As an integral part of the capital city of Jakarta, the area is rich in various poultry-based cuisines such as chicken, duck, and grouse, which are served from simple stalls to luxurious restaurants. The existence of this culinary has been transformed into a tourist magnet in East Jakarta. However, there is a lack of information media, especially books, which specifically discuss the variety of poultry-based culinary tourism in Jakarta. Therefore, the design of this book aims to fill this void. This book is designed as a comprehensive guide that provides information on poultry Culinary in East Jakarta, with research methods that include field observations, interviews with culinary industry players and their supporters, and studies of Related Literature. Using Visual Communication Design Theory and a qualitative approach, this book is expected not only as a data-rich information medium, but also as a practical guide for tourists who want to explore the culinary riches in East Jakarta. In order to highlight the distinctiveness of poultry-based culinary pleasures in East Jakarta, it is anticipated that the finished design would provide visitors and food enthusiasts some insight and inspiration.

Keyword: *Culinary Recommendation Book, Culinary Tour, East Jakarta, Poultry Culinary*